

## ORDER



**Orders**  
**Order / Rev:** 696325 - 6  
**Alt Order #:** 06213299  
**Product Desc:** NELSON FOR SENATE  
**Estimate:** 471  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 06/28/12 / 10/29/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:** Shelli Hutton  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	97	\$124,575.00	\$105,888.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	97	\$124,575.00	\$105,888.75	0.00
<b>Totals</b>	<b>97</b>	<b>\$124,575.00</b>	<b>\$105,888.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	26%	\$124,575.00
Market	100%	\$479,134.62

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$119,783.65
WFTS	19%	\$91,035.58
WMOR	1%	\$4,791.35
WTOG	1%	\$4,791.35
WTTA	0%	\$0.00
WTVT	28%	\$134,157.69
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/30/12	11/02/12	530-6a 530-6a 10 News	CM	530-6a	- TWTF - -	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$150.00		0.00				
2	WTSP	10/30/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Alt Order #: 06213299  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Nelson, B/ D / US Senate  
 Product Desc: NELSON FOR SENATE  
 Estimate: 471

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	10/30/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$350.00		0.00				
3	WTSP	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	- TWTF - -	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$400.00		0.00				
4	WTSP	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	- TWTF - -	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		5			\$200.00		0.00				
5	WTSP	10/30/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	- TWTF - -	:30	4	\$450.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		Price Is Right		11a-12p	- TWThF - - - -	:30		<del>(\$450.00)</del>		0.00	NM		
	Credited														
2	WTSP	10/29/12-11/04/12		Price Is Right		11a-12p	- TWThF - - - -	:30		<del>(\$450.00)</del>		0.00	NM		
	Credited														
3	WTSP	10/29/12-11/04/12		Price Is Right		11a-12p	- TWThF - - - -	:30		<del>(\$450.00)</del>		0.00	NM		
	Credited														
4	WTSP	10/29/12-11/04/12		Price Is Right		11a-12p	- TWThF - - - -	:30		<del>(\$450.00)</del>		0.00	NM		
	Credited														
6	WTSP	10/30/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- TWTF - -	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$900.00		0.00				
7	WTSP	10/30/12	11/02/12	Y&R Young and the Restless	CM	1230-130p	- TWTF - -	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$1,100.00		0.00				
8	WTSP	10/30/12	11/02/12	B&B Bold and Beautiful	CM	130-2p	- TWTF - -	:30	4	\$550.00	P-4	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$550.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		B&B		130-2p	- TWThF - - - -	:30		<del>(\$550.00)</del>		0.00	NM		
	Credited														
	[P3 TO CLEAR]														
3	WTSP	10/29/12-11/04/12		B&B		130-2p	- TWThF - - - -	:30		<del>(\$550.00)</del>		0.00	NM		
	Credited														
	[P3 TO CLEAR]														
9	WTSP	10/30/12	11/02/12	M-F 4-5p Dr. Phil	CM	4-5p	- T- TF - -	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- T- TF - -		3			\$800.00		0.00				
10	WTSP	10/30/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- TWTF - -	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- TWTF - -		4			\$550.00		0.00				
11	WTSP	10/31/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	- - WTF - -	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - WTF - -		3			\$550.00		0.00				
12	WTSP	11/01/12	11/01/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- - - T - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				





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 Alt Order #: 06213299  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Nelson, B/ D / US Senate  
 Product Desc: NELSON FOR SENATE  
 Estimate: 471  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning											
				CBS This Morning		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2			\$400.00			0.00			
37	WTSP	11/05/12	11/06/12	CBS This Morning	CM	7-9a	MT-----	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
				CBS This Morning		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2			\$200.00			0.00			
38	WTSP	11/05/12	11/05/12	Price Is Right	CM	11a-12p	M-----	:30	1	\$450.00	P-4	0.00	NM	0	\$0.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$450.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	11/05/12-11/11/12		Price Is Right		11a-12p	M-----	:30		<del>(\$450.00)</del>		0.00	NM		
Credited															
39	WTSP	11/05/12	11/05/12	M-F 12-1230p	CM	12-1230p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				10 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$900.00			0.00			
40	WTSP	11/05/12	11/05/12	Y&R	CM	1230-130p	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				Young and the Restless											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$1,100.00			0.00			
41	WTSP	11/05/12	11/05/12	B&B	CM	130-2p	M-----	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
				Bold and Beautiful											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$550.00			0.00			
42	WTSP	11/05/12	11/05/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				5-530p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$550.00			0.00			
43	WTSP	11/05/12	11/05/12	M-F 530-6p	CM	530-6p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				10 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$550.00			0.00			
44	WTSP	11/05/12	11/05/12	7-730p	CM	7-730p	M-----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$2,600.00			0.00			
45	WTSP	11/05/12	11/05/12	730-8p	CM	730-8p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$3,000.00			0.00			
46	WTSP	11/05/12	11/05/12	Mon Prime C	CM	Mon 10-11p	M-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
				Hawaii Five-0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$7,000.00			0.00			
47	WTSP	11/05/12	11/05/12	LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				LN (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$2,000.00			0.00			
48	WTSP	11/05/12	11/05/12	Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Late Night with David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$700.00			0.00			
49	WTSP	11/05/12	11/05/12	Late Late Show	CM	1237-137a	M-----	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
				Late Late Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$175.00			0.00			

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 Product Desc: NELSON FOR SENATE  
 Estimate: 471

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 50	WTSP	11/03/12	11/03/12	Gators Special Gators Special	CM	Gators Special	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		2			\$1,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		Gators Special		Gators Special	-----Sa-	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
2	WTSP	10/29/12-11/04/12		Gators Special		Gators Special	-----Sa-	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
51	WTSP	10/30/12	11/02/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	-TWTF--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-TWTF--		1			\$100.00	0.00					
52	WTSP	11/04/12	11/04/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2			\$1,000.00	0.00					
53	WTSP	10/30/12	11/02/12	B&B Bold and Beautiful	CM	130-2p	-TWTF--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-TWTF--		1			\$1,100.00	0.00					
54	WTSP	10/30/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-TWTF--		1			\$1,600.00	0.00					
55	WTSP	11/03/12	11/03/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$150.00	0.00					
56	WTSP	10/30/12	11/02/12	M-F 2-3p The Talk	CM	2-3p	-TWTF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-TWTF--		1			\$600.00	0.00					
57	WTSP	10/30/12	11/01/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-TWT---	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-TWT---		1			\$175.00	0.00					
N58	WTSP	11/01/12	11/01/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---T---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---T---		1			\$2,000.00	0.00					
													Totals	97	\$124,575.00